

TEXAS WIC PROGRAM

SUBJECT: **LEAST EXPENSIVE BRANDS
DECLARATION**

POLICY NO.: **FD: 11.2**

EFFECTIVE DATE: April 1, 2000

REPLACES POLICY DATED: October 1, 1998

REF.: State Policy

POLICY

At the time of contracting, all vendors shall declare the traditionally least expensive brand for each type and size of WIC authorized milk, evaporated milk, dry powdered milk, and juice the vendor's contracted outlet(s) shall sell when prescribed on a WIC food instrument.

PURPOSE

To promote cost-efficiency, to reduce vendor/participant confusion when identifying the least expensive brands of WIC foods, and to reduce the time required to conduct WIC transactions.

DEFINITION

"Traditionally Least Expensive Brands" are defined as those brands that are an outlet's least expensive brands for the authorized types and sizes of milk, evaporated milk, dry powdered milk, and juice over the previous six-month period, excluding national brand promotions and cents-off coupons.

PROCEDURE

- I. At the time of contracting, each vendor shall complete the "Least Expensive Brand Declaration" form, listing the **product brand name** as well as the **Universal Product Code** (UPC) for each product declared as the traditionally least expensive brand. Only one declaration form is necessary if the traditionally least expensive brands are exactly the same for all outlets within one account. If the traditionally least expensive brand varies from outlet to outlet, then a declaration form shall be submitted for each individual outlet within an account. Declaration form(s) shall be submitted with each contract.
- II. Stores are **required** to tag their traditionally least expensive brands of milk, evaporated milk, dry powdered milk, and juices with the uniform State issued "WIC Approved Item" shelf tag/label. The State shall supply uniform "WIC Approved Item" shelf tags/labels to stores.
- III. It is the store's responsibility to assure "WIC Approved Item" shelf tags/labels are clearly placed designating the appropriate food items.

- IV. If the store chooses to tag other allowable WIC food types, all of the allowable foods the store carries within the food group shall be tagged (i.e. if one cereal is tagged, then all allowable cereals - national brands as well as house brands shall be tagged).
- V. In the event a store needs to change a traditionally least expensive brand, it shall submit a new "Least Expensive Brand" Declaration form to the State Agency.
- VI. In the event a store runs out of the traditionally least expensive brand, the store shall then tag and sell the least expensive brand product available on the shelf at that time.

GUIDELINES

It is strongly recommended that a store employee be assigned to verify the accuracy of tag/label placement each day.